

# **Tobacco Education and Research Oversight Committee (TEROC) Meeting Agenda**

**Thursday, October 20, 2005  
10:00 a.m. – 4:30 p.m.**

Holiday Inn Capitol Plaza  
Fresno Room  
300 J Street  
Sacramento, California  
916-384-0121

10:00 – 10:15	Welcome and Introductions	Kirk Kleinschmidt
10:15 – 10:20	Approval of Minutes from the May 24, 2005, Meeting; Correspondence; Announcements	Kirk Kleinschmidt
10:20 – 10:35	Environmental Developments <u>Expected outcome:</u> Discuss major tobacco-related news	Kirk Kleinschmidt
10:35 – 11:00	Legislative Update <u>Expected outcome:</u> <ul style="list-style-type: none"><li>• Learn status of tobacco-related legislation and determine any TEROC position on the legislation</li><li>• Learn status of tobacco tax initiative sponsored by the Coalition for a Healthy California</li></ul>	Jim Knox, American Cancer Society
11:00 – 11:30	Board of Equalization (BOE) Update <u>Expected outcome:</u> <ul style="list-style-type: none"><li>• Identify number of retailers who have been licensed, and number of retailers whose licenses have been suspended for violations</li><li>• Learn anticipated revenues from licensing</li><li>• Learn status of tax stamp implementation</li><li>• Learn about state audit to commence on January 1, 2006, and the report to the Legislature</li></ul>	Dennis Maciel, Randy Silva, BOE
11:30 – 11:50	California Department of Education (CDE) Report <u>Expected outcome:</u> <ul style="list-style-type: none"><li>• Learn recent program updates in relation to the Master Plan (MP)</li></ul>	Meredith Rolfe John Lagomarsino
11:50 – 1:00	Lunch	

1:00 – 1:30	University of California – Tobacco Related Disease Research Program (TRDRP) Report <u>Expected outcome:</u> <ul style="list-style-type: none"> <li>• Identify the numbers and percentages of awards in the fourteenth grant cycle</li> <li>• Learn how the research funding is allocated overall and how the awards fit into the MP</li> <li>• Learn recent program updates in relation to the MP</li> </ul>	Charles DiSogra
1:30 – 2:00	DHS Report <u>Expected outcome:</u> <ul style="list-style-type: none"> <li>• Learn recent program updates in relation to the MP</li> <li>• Review new advertisements (ads) produced and learn of new creatives</li> <li>• Hear progress on new ad concepts, focus group responses, and approval status</li> <li>• Learn about program restructuring</li> </ul>	Kurt Snipes April Roeseler Robin Shimizu Colleen Stevens
2:00 – 2:15	Public Questions and Comments <ul style="list-style-type: none"> <li>• General questions and comments</li> <li>• Questions and comments specific to the MP</li> </ul>	Kirk Kleinschmidt
2:15 – 2:25	BREAK	
2:25 – 4:30	Master Plan Development <u>Expected outcome:</u> <ul style="list-style-type: none"> <li>• Review field survey results of survey on the MP objectives and proposed strategies</li> <li>• Learn highlights of MP discussions at the July 11, 2005, TEROc meeting and the August 4, 2005, parity sub-committee meeting</li> <li>• Review and comment on the draft MP</li> <li>• Finalize draft MP</li> </ul>	Kirk Kleinschmidt
4:30	Adjourn	
	Next TEROc Meeting: TBD (Regular meeting)	

*For information about this meeting, contact Kathony Jerauld at (916) 449-5492, or e-mail [kjerauld@dhs.ca.gov](mailto:kjerauld@dhs.ca.gov)*